



## Recommendation for Action

**File #:** 21-3504, **Agenda Item #:** 9.

12/2/2021

### **Posting Language**

Authorize negotiation and execution of an amendment to the contract with Business Investment Growth that provides training, technical assistance and small business coaching services to creative industry businesses and non-profit organizations, to extend the term through December 31, 2022 at no additional cost.

### **Lead Department**

Economic Development.

### **Fiscal Note**

This action has no fiscal impact.

### **Prior Council Action:**

October 31, 2019 - Council approved authorized negotiation and execution of the contract.

October 15, 2020 - Council authorized an extension of the contract term.

### **For More Information:**

Sylvia Holt-Rabb, Acting Director/Economic Development Dept. 512-974-3131.

### **Additional Backup Information:**

On October 31, 2019, Council authorized negotiation and execution of a 12-month contract with Business Investment Growth (BIG Austin) to provide training, technical assistance and small business coaching services to individual artists, nonprofit and for-profit creative businesses that are participants or aspiring participants in the following City programs for creatives:

- Creative Space Assistance Program (CSAP) applicants/awardees
- Cultural Funding contractors
- Commissioned Art In Public Places (AIPP) artists
- Exhibiting People's Gallery artists
- Austin Community College Fashion Incubator participants
- Selected Creative Ambassadors

Service delivery was impaired by the onset of the COVID-19 pandemic in 2020, so the contract was amended to extend the term and restructure the training portion of the contract to provide ten monthly two-hour webinars on topics that help creatives develop their business skills. The amendment was approved by Council on October 15, 2020.

During 2021, BIG Austin successfully delivered a series of webinars for creatives, but the amended contract expires December 31<sup>st</sup>, 2021. If the term is extended, sufficient funding will remain on the contract for BIG Austin to offer ten additional monthly webinars on topics that will develop the business skills of creative practitioners and the capacity of non-profits that serve creatives. The target attendance for each webinar will continue to be twenty-five, and the target attendee satisfaction rating is 90%.

This action will extend the contract term through December 31, 2022, to allow the ten additional webinars described above, and additional one-on-one coaching, to be provided. No additional funding is required.

**Strategic Outcome(s):**

Economic Opportunity and Affordability; Culture & Lifelong Learning